

PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims.

1-7. (Canceled)

8. (Previously Presented) An apparatus, comprising:

at least one processor; and

at least one memory including computer program code for one or more programs,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

receive via a broadcast receiver a primary broadcast using a primary broadcast channel and;

access, via a data network connection device, a data network with a hypertext retrieval protocol;

process, via a browser, in communication with the data network connection device, hypertext on a display of the broadcast receiver,

wherein said broadcast receiver comprises a utility control interface configured to:

read, from station associated data retrieved from a station associated data site by the browser, broadcast station settings and a uniform resource locator of program associated data related to the broadcast station settings; and

control the broadcast receiver based on the broadcast station settings and the uniform resource locator.

9. (Previously Presented) The apparatus of claim 8, wherein the broadcast station settings and the uniform resource locator are both available to the broadcast receiver at a current position of the broadcast receiver.

10. (Previously Presented) The apparatus of claim 8, wherein the broadcast receiver unit is a radio unit.

11. (Previously Presented) The apparatus of claim 8, wherein the broadcast receiver unit is a television receiver unit.

12. (Previously Presented) The apparatus of claim 8, wherein the browser is configured to retrieve the uniform resource locator based on a frequency selection made at the broadcast receiver.

13. (Previously Presented) The apparatus of claim 8, wherein the browser is configured to retrieve the uniform resource locator based on a position of the broadcast receiver.

14. (Previously Presented) The apparatus of claim 13, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

15. (Previously Presented) The apparatus of claim 13, wherein the position of the broadcast receiver determined by interacting with a global positioning system (GPS) device integrated in the broadcast receiver.

16. (Previously Presented) The apparatus of claim 8, wherein a combined selection of control settings of the broadcast receiver unit and a uniform resource locator setting for the browser for retrieving the uniform resource locator of the program associated data is based on a single selection of a uniform resource locator link.

17. (Previously Presented) The apparatus of claim 16, wherein the selection of the uniform resource locator settings for the browser is based on a bookmark stored in browser.

18. (Previously Presented) The apparatus of claim 8, wherein a connection between the browser and the broadcast receiver is a short-range radio connection.

19. (Previously Presented) The apparatus of claim 18, wherein the short-range radio connection is a Bluetooth connection.

20. (Previously Presented) The apparatus of claim 8, wherein a connection between the browser and broadcast receiver is a cable connection.

21. (Previously Presented) The apparatus of claim 8, wherein a connection between the browser and the broadcast receiver is an infrared connection.

22-23. (Canceled)

24. (Previously Presented) A method, comprising:
receiving station associated data at a data network connection device;

sending the received station associated data to a browser configured to process hypertext on a display of a broadcast receiver;
retrieving broadcast station settings from the station associated data;
retrieving a uniform resource locator of program associated data from the station associated data; and
controlling the broadcast receiver based on the broadcast station settings and the uniform resource locator.

25. (Previously Presented) The method of claim 24 wherein the broadcast station settings and the uniform resource locator are available to the broadcast receiver at a current position of the broadcast receiver.

26. (Previously Presented) The method of claim 24, wherein retrieving the uniform resource locator includes retrieving the uniform resource locator based on a frequency selection made at the broadcast receiver.

27. (Previously Presented) The method of claim 24, wherein retrieving the uniform resource locator includes retrieving the uniform resource locator based on a position of the broadcast receiver.

28. (Previously Presented) The method of claim 27, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

29. (Previously Presented) The method of claim 27, wherein the position of the broadcast receiver is determined by interacting with a global positioning system (GPS) device integrated in the broadcast receiver.

30. (Previously Presented) The method of claim 24, further comprising, selecting control settings of the broadcast receiver unit and a uniform resource locator setting for the browser based on a single selection of a uniform resource locator link.

31. (Previously Presented) The method of claim 30, wherein selecting control settings includes selecting the uniform resource locator setting for the browser based on a bookmark stored in the browser.

32. (Previously Presented) A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the following steps:

receiving station associated data at a data network connection device;

sending the received station associated data to a browser configured to process hypertext on a display of a broadcast receiver;

retrieving broadcast station settings from the station associated data;

retrieving a uniform resource locator of program associated data from the station associated data; and

controlling the broadcast receiver based on the broadcast station settings and the uniform resource locator.

33. (Previously Presented) The computer readable media of claim 32, wherein the broadcast station settings and the uniform resource locator are available to the broadcast receiver at a current position of the broadcast receiver.

34. (Previously Presented) The computer readable media of claim 32, wherein retrieving the uniform resource locator includes retrieving the uniform resource locator based on a frequency selection made at the broadcast receiver.

35. (Previously Presented) The computer readable media of claim 32, wherein retrieving the uniform resource locator includes retrieving the uniform resource locator based on a position of the broadcast receiver.

36. (Previously Presented) The computer readable media of claim 35, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

37. (Previously Presented) The computer readable media of claim 35, wherein the position of the broadcast receiver is determined by interacting with a global positioning system (GPS) device integrated in the broadcast receiver.

38. (Previously Presented) The computer readable media of claim 32, wherein the instructions further perform, selecting control settings of the broadcast receiver unit and a uniform resource locator setting for the browser based on a single selection of a uniform resource locator link.

39. (Previously Presented) The computer readable media of claim 38, wherein selecting control settings includes selecting the uniform resource locator setting for the browser based on a bookmark stored in the browser.